

Message Text

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PAGE 01 VIENNA 06712 141633Z

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ACTION COME-00

INFO OCT-01 EUR-06 ADP-00 EB-05 RSR-01 RSC-01 /014 W

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R 141544Z AUG 73

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC 9682

UNCLAS VIENNA 6712

FOR COMMERCE WE/OIM/R. CLARK

EO: 11652: N/A

TAGS: BEXP, AU

SUBJ: TRADE MISSION TO NATIONALIZED INDUSTRIES

REF: A. VIENNA 3235; B. VIENNA 4161; C. VIENNA 4522; D. STATE
94509; E. STATE 61423

1. EMBASSY UNDERSTANDS THAT COMMERCE HAVING DIFFICULTY RECRUIT-
ING U.S. FIRMS FOR SUBJECT PROPOSED MISSION AND INCLUNED POSTPON-
ING OR CANCELLING IT. WE PRESENT FOLLOWING VIEWS FOR DEPARTMENT'S
CONSIDERATION TO GIVE THIS TM HIGHEST PRIORITY.

2. FOR THE FIRST TIME IN DECADES, U.S. IS NOW MOST COMPETITIVE
IN PRICES FOR INDUSTRIAL GOODS.

3. SECONDLY, SINCE AUSTRIA IS WORKING TOWARDS ZERO TARIFFS WITH
EC BY 1977, OUR COMPETITIVE POSITION WILL DWINDLE PROPORTIONATELY
AS TIME GOES BY.

4. NATIONALIZED INDUSTRIES ALONE, WHICH REPRESENT CIRCA 20 PER-
CENT OF AUSTRIA'S HEAVY INDUSTRY, PLAN EXPANSION INVESTMENT OF
\$1.5 BILLION IN 1973/1977 PERIOD (CF: 4161 FOR BREAKDOWN). IF WE
CAN OBTAIN MERELY A FOURTH OF THIS BUSINESS, IT WILL TRIPLE OUR
EXPORT LEVELS TO THIS MARKET. THERE IS POSSIBILITY WE CAN DO
EVEN BETTER.

5. EMBASSY HAS INFORMED DIRECTOR OF NATIONALIZED INDUSTRIES AND
DIRECTORS OF LARGEST FIRMS THAT WE ARE TARGETING MISSION FOR NO-
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PAGE 02 VIENNA 06712 141633Z

VEMBER 1973 (VIENNA 4522). SINCE WE DOUBT THAT THIS CAN BE ACHIEV-

ED IF COMMERCE HAS NOT YET BEEN ABLE TO RECRUIT MISSION WITHIN
PRODUCT LINES MENTIONED IN VIENNA'S 3235, WE WOULD APPRECIATE BE-
ING INFORMED. IF OUR ASSUMPTION CORRECT THAT MISSION CANNOT BE
ORGANIZED FOR NOVEMBER 1973, WE STRONGLY RECOMMEND THAT MISSION
BE SCHEDULED FOR MAY 1974. THIS WILL ENABLE US TO INFORM NATION-
ALIZED INDUSTRIES AND MAINTAIN GREAT INTEREST GENERATED IN PROJECT
THUS FAR AS WELL AS ALLOWING COMMERCE SUFFICIENT TIME FOR RECRUIT-
MENT.HUMES

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